

All-purpose marketing turns round problems

A TEACHER WHO SAYS THAT HIS STUDENTS ARE LEARNING HOW BUSINESS HAS BEEN RIPPING THEM OFF CLAIMS business cheaters are few and far between. Marketing man Ron Rotenberg, who has watched consumers in a study for the federal Department of Corporate and Consumer Affairs says he'd still like to change the face of business marketing by introducing a new breed of marketers prepared to take honest soundings of peoples' needs rather than simply create consumer needs.

Banished from the marketing scene would be those old visits to Marlboro Country eliciting a masculine, heart-throbbing wheeze or two or those Malibu commercials where car owners were seen to command the panting companionship of a flawless, plastic lady with a bustline of 86 and still growing.

Naturally, *Issues & Events* INSIGHT was skeptical and offered: Aren't you just teaching your marketing students to be more sophisticated manipulators?

"Here is where I see my role," Rotenberg countered. "In today's ballgame, there are a certain set of established rules (about ripping people off) and what I'm trying to do is to instill a kind of attitude that will change the rules." Rotenberg told us the thinking of many of his students: if we go out and tell our bosses that a product is a bad product, we would be fired and replaced by people prepared to push lousy products. "And I say to them," Rotenberg

continued, "fine, you're right, now, but if you go out as an educated marketer (preferably as a Sir George educated marketer because the place could stand the business) and all your buddies go out as educated marketers and your attitude is in fact that the consumer really does come first then the company manager who does the hiring will not have that kind of choice in the employment marketplace: in other words the next guy will be as honest as you are, so you won't lose your job."

INSIGHT asked: What supports your rosy attitude? "Well," Rotenberg said, gesturing our attentions to the bookcase, "look at the books that are coming out today: 'Social Marketing', 'Society and Marketing', 'Issues in Business and Society', 'Consumerism'; these are meant for business students - they are not

cription of every business school offering of every university with a business school in Canada: "The closest she could come up with were courses on consumer behavior which are designed to understand the consumer simply to sell him more stuff."

Rotenberg told us that his students study consumer complaints to see which ones are justified and which ones are not "We're saying 'look, there is a consumer lobby and it's there for a reason.'"

We repeated our original question: Isn't this still a sophisticated form of manipulation? "We started talking about consumerism and I find myself defending marketing but that's all right: you're right that images of products are created so that people will like them," he countered. "But whether or not the effect (of the image) is psychological or whether the product actually does

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50 grand down drain

SIR GEORGE MAY BE WASTING MORE THAN \$50,000 this year because of the provincial government's 'buy Quebec first' policy for all government supported institutions. The library's current book buying power is \$500,000.

Beginning two years ago the Quebec government issued a series of orders-in-council which ordered all publically funded libraries, including university libraries, to buy at least 30 percent, then 60 percent and finally, as of last summer, 100 percent of their books from accredited Quebec bookdealers instead of going directly to the out-of-province publishers' agents for the substantial discounts that they offer.

"The only thing that's cheaper from the Quebec dealers," says Jenny Chang, who took over as head of the Aquisitions Department on November 1, "is the postage."

She is taking her lead in this regard from a report compiled by her predecessor, Robert Van Den Berg, in which he accuses the government of an evident "lack of consultation and coordination" and concludes that the policy was costing Sir George about 17.5 percent of its book buying budget.

This calculation does not include about \$200,000 worth of the Aquisition Department's budget which is spent on serials and standing orders and is for the most part exempt from the government directive.

In compiling his report, Van Den Berg conducted a survey of 100 titles which were ordered at the same time from the Quebec bookdealers and from the publishers. The results were more than conclusive in most cases. Of the 100 titles ordered, the Quebec dealers were unable to supply 24 percent while the agents missed on only 11 percent. The library was forced to query the Quebec men 30 times within the span of the survey while sending only four claims letters to the direct agents. And in 16 cases, the agents replied immediately when the title requested was unavailable. The local agents failed to do this once.

More significantly, however, average delivery time from the publishers was almost 27 days; from the Quebec men it was over 65 days. In only four cases, out of the 76 titles which both delivered in common, were the bookdealers quicker off the mark than the publishers. Time differentials were sometimes more than 100 days in favor of the agents.

Obviously the most important single factor was cost. In only nine out of the 76 cases were the local dealers able to give a better over-all price. The average dis-

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The real story behind pins

...It is quite an error to suppose that pins were invented in the reign of François I and introduced into England by Catherine Howard, the fifth wife of Henry VIII. In 1347, just two hundred years before the death of François, 12,000 pins were delivered from the royal wardrobe for the use of the princess Joan and in 1400 (more than a century before François ascended the throne) the duchess of Orléans purchased of Jehan le Braconnier, *espinglier*, of Paris, several thousand long and short pins, besides five hundred *de la façon d'Angleterre*. So that pins were not only manufactured in England, but were of high repute even in the reign of Henry IV.

Dictionary of Phrase and Fable, London: Cassell & Co., c. 1860.

meant for consumer groups. And what they're looking at are questions like - are we helping society or hindering society?

"Three or five years ago, this sort of thing was unheard of: if I walked into a class and said 'let's talk about consumerism' I would have been laughed out of the classroom; the students wouldn't buy it then and the Commerce faculty wouldn't buy it." Even today, Rotenberg said, Sir George has the nation's only business school that has marketing courses that take the consumer into account and to back up his claim, Rotenberg has engaged the talents of the faculty's research assistant to read over every course des-



Development appointment

Sir George rector John O'Brien announces the appointment of Stirling Dorrance as Director of Development of Sir George Williams. Dorrance, who replaces Brian Selwood, will continue his development work at Loyola and devote much of his time to developing a joint development program for Concordia University.

Commerce structure change

To undergraduate students (day and evening) of the Faculty of Commerce and Administration.

The University Council of Sir George Williams University last Spring approved a change in the B. Comm. programme reducing the credit requirements from 102 to 90 credits. This new 90 credit programme will become effective 1st June, 1974 and the following is a brief summary of the implementation schedule.

LETTERS

In your November 29 article you misquoted me as having said that I would like to see the instrument building program remain in the Continuing Education Division instead of becoming a regular credit course. While I do feel that it should be accessible to anyone, I did not mean to imply that I am opposed to instrument building as a credit course. What I meant was that the courses as they are now given would have to be modified somewhat in order to satisfy credit requirements.

For one thing there would necessarily be a strong historical and theoretical base.

For another the present arrangement where individual students take up "blocks" of time is not possible in a regularly-scheduled course. As a matter of fact this sort of arrangement is what I use in my introduction to instrument building that I give to students in Music in Education (Music 421.) - a credit course.

Wolf KATER

1-All students (Day and Evening) first entering the B.Comm. programme after 1st June, 1974 will register in the new 90 credit programme.

2-Students who entered the Day division in September, 1973 will take a transitional programme of 96 credits. This 96 credit programme will consist of the new 90 credit programme plus 2 courses from any of the following four half courses:

- Management 214
- Management 215
- Management 346
- Management 476

3-Students who entered the Day division prior to September, 1973 will complete the 102 credit programme in which they are currently registered.

4-Students enrolled in the Evening division will be categorized according to the number of credits obtained by May, 1973:

A- Students who have completed 60 credits, i.e. 20 half courses (or their equivalent) by May 1973 will be required to complete the "old" programme in which they are currently registered.

B-Students who had less than 60 credits on 31st May, 1973 will be allowed to transfer into the new 90 credit programme.

Please note that it is your responsibility to make sure that you follow the sequence of courses which is required for the completion of your particular programme. Should you find it necessary to clarify your individual situation with regard to these new regulations, however, we will be

glad to provide assistance. To this end, please call for an appointment with Assistant Dean R. Wills (879-4389) at your earliest convenience. This policy was approved by the University Senate on November 23, 1973.

Dr. Andrew BERCZI, Dean, Faculty of Commerce and Administration

January admission

January admissions flash: There's room for about 50 January entrants, perhaps more, to some courses in each of the faculties of Arts, Science, Commerce and Engineering. Course offerings and scheduling are still being firmed up but all details should be ready at Admissions (Norris Bldg. 1435 Drummond, 879-5955). The one real stickler applies to potential engineering students who have to commit themselves to summer term study: the deal is that entrants will actually be going into first term courses and will be expected to cover second term course work during the summer so they'll be back on the track for second year work this September. In addition to courses open for the January admission period, there are still second term half courses (.2 courses) with space available, the Registrar tells us.

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what it's supposed to do is not really the issue: a person who is told that, if he uses a certain kind of after shave lotion, he'll be surrounded by women obviously won't believe it but if he's a timid person, he might buy the product hoping that something might happen; he may be more confident as a result and have the courage to make a date.



"Yes, marketing *can* be used to manipulate but it can also be used to satisfy peoples' needs," Rotenberg continued, "don't you see - marketing is just a tool that can be used to satisfy the needs of society." The oil companies, he told us, were doing just that in telling us to turn down our thermostats and cut down autoroute speeds.

The range of topics in his consumer marketing course include deceptive communication in advertising, consumer protection and marketing as a societal problem solver in such areas as pollution fighting, health and smoking appeals. One enterprising student has turned to the question of whether or not the church is satisfying a parish's specific needs.

Advertising holds a stronger view than non-commercial consumer information, if Rotenberg's findings in his Consumer and Corporate Affairs department study are on target. He studied two groups from similar socioeconomic backgrounds; one group which subscribed to *Consumer Reports*, *Canadian Consumer* and other consumer publications that did not carry advertising; the other group depended on run of the mill advertising information. It turned out that advertising turned out to be the main factor in determining peoples' buying habits in both groups, in a rating that included the influence of sales people, ads, consumer tips and other information sources. Part of the reason for this, Rotenberg explained, was the limited range of product ratings that consumer information groups had carried out (because of their own limited resources) and because much of the information was American in origin and American in context. He did tell us that his findings pointed out that consumers who did shop on the basis of product ratings were generally happier with their purchases because they were forewarned about the good and bad of the product and therefore not surprised and disillusioned by faults of the product that turned up after purchase.

ESSAY

No enthusiasm for Concordia

Historian Steve Scheinberg cautions university members about the growing threat that bureaucrats pose to the democratic spirit of Sir George and writes:

The launching of a new university should have generated considerable enthusiasm within the Sir George community. Understandably there were some fears that the new institution would threaten personnel and established procedures but this should have been balanced off by the excitement of launching a new enterprise. Yet pessimism and even outright opposition seem to characterize the prevailing mood among both faculty and administrators.

The reasons for this malaise are, I think, apparent. The most obvious public manifestation of discontent has come over the name of the new institution, but the opposition to the name is only a symptom of unrest. I have yet to meet a faculty member who admits to liking the name and it is still stirring controversy, as it should. Decisions of this sort have no business being made in small committees. A committee might have been employed to arrive at a short list but then that short list should have been submitted as a referendum to the Sir George and Loyola communities. "Concordia" may not be the worst name that could have been

chosen but it was surely chosen in the worst way.

The process for naming the new university is for many of us a warning that our voices will not be heard in Concordia. University Council, some faculty councils as well as student bodies voted against Concordia and were ignored. That action on the part of our top administrators and the Board does not inspire one with much hope that any semblance of democracy will endure in the new university.

The Senate is presumably the body through which the faculty voice will be heard but its constitution indicates that the voice

will not be representative. Senate is a body dominated by top administrators (do they speak for their subordinates?) and their selections from the faculty. Faculty senators will not be elected but rather the respective faculty councils will "appoint faculty representatives to Senate." In practice this has meant a small steering committee dominated by a Dean which then determines who shall represent faculty. Their choice may include more administrators, namely the department chairmen, and others chosen for a variety of reasons. If the Senate is to be democratic in any sense then senators must be directly elected by the people they are supposed to represent.

Democratic participation becomes more urgent as the institution expands. Larger more impersonal bureaucracies confront us and threaten our ability to participate in a meaningful way. One might argue that this is merely a consequence of modern social development but I reject the notion that we must accept centraliza-

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SPREAD

ALTERNATIVE ENERGY CURRENTS

At home

With winter upon us and the fuel shortage threatening to make this season even colder, we thought it might be useful to provide some tips on how to make the most of what heat you have available in your apartment or house.

One of the major factors in heat loss is drafts, says Mechanical Engineering instructor Dennis Lees. Unless you live with a gas or oil furnace right in the home, you should ensure that cracks in windows and doors are sealed as much as possible with weather-strip tape (available at hardware stores and usually worth the money if you're paying the heating bills).

If you are heating with an oil or gas heater like the ones found in what are appropriately called cold flats, you run a very real risk of asphyxiating yourself. More sweaters, rather than tape, is the answer here. Incidentally, these space heaters should be kept clean by vacuuming or wiping up dust around the burner and the pilot about once a week, an industry spokesman said. Gaz Metropolitan does not make automatic annual checks but they will send a service-man if you phone them with a complaint. (Or you may just want to ensure that things are working properly at the start of winter. Some of the fans, for example, require annual oiling.)

Reflectors, even something as simple as tin foil, placed on the wall behind radiators adjacent to an exterior wall may make for marginal savings in heat and money, Lees says.

A more indirect way to save on heat is to keep the air humid. Humidity has the effect of making you feel warmer with the same degree of heat than you would feel if the air was dry, Lees explains.

If you can't afford a humidifier but you have water-filled radiators, you might try draping a wet towel over a radiator or two and letting it hang down into a trough of water on the floor.

This should not be done with electric radiators, Lees warns. Should the wet towel touch the element, the person who touches the towel could well be in for a severe electrical shock.

If you are considering a small electric space heater to supplement the furnace (although we hear they're become scarce these days in view of oil shortage talk) Lees recommends the forced air type. While they are more expensive, they are also more efficient. They require less time to heat a room, and therefore may cut Hydro bills.

Food for thought

Maybe the energy crisis will give rise to the great kitchen revival. Remember kitchens? They're what the housewife abandoned for the work force. Where men, some said, weren't supposed to tread. Those

compact cubbyholes sometimes found behind near-invisible sliding doors in high-rises when the occupants were careless enough to let them show, like a lady with a hanging slip. Or, if your memory's long enough, the warm, cozy centers of happy homes.

Warmth may soon be as scarce as happy homes, so consider your kitchen. What makes it warm, of course, is the stove. If you turn it on for heat, you might as well cook something at the same time (the great cooking revival... remember cooking?).

Fortunately, keeping the oven on for long periods of time at the lowest possible temperature is not only cheaper heating than 450 degrees for 30 minutes; it's better eating. Roasts, casseroles, stews and almost anything that can be cooked in the oven (I wouldn't try cakes, cookies or pies) taste better and keep their nutritional goodies better when cooked slowly. If you don't trust your mathematical judgment about time/temperature proportions, buy a meat thermometer if you're still buying roasts; or have a look in a paperback store for the several available cookbooks devoted to slow cooking.

Baked beans is probably the slowest-cooking and cheapest dish of all. You don't need a cookbook for them, because most packages have quite good recipes printed

on them. Some suggestions for supplemental ingredients: a whole peeled onion stuck with cloves, mustard, bay leaves, a jigger of rum. Beans can bake for seven or eight hours at 200 or so degrees and keep the whole house cosy. And the ordinary white navy beans aren't the only ones to bake - try limas, kidneys, black beans.

Soups make good hot meals in winter and they too can warm up the kitchen simmering for a few hours on top of the stove. Unfortunately, soup bones have skyrocketed in price. If you don't want to spend 75 or 80 cents for them, supplement the following recipe with bouillon cubes and use bones saved from other meals. This soup is also an outlet for all sorts of other savings: old lettuce leaves, carrot and potato peels, celery leaves -- any vegetable part you don't normally cook can be kept and used. Make the stock the night before you want the soup, so it will heat you two nights running.

For *soup stock* put bones, two quarts of water, 1/4 cup vinegar and 2 teaspoons of salt in a pot, bring to a boil, then simmer for 3-4 hours over very low heat. Then put your chopped leftovers along with some pepper and bay leaves into the stock, pushing the vegetables down into the liquid. Simmer for 15 minutes, then turn off the heat, let it all soak and

Mulled wine

First, my dear madam, you must take

Nine eggs, which carefully you'll break -

Into a bowl you'll drop the white, The yolks into another by it.

Let Betsy beat the whites with switch,

Till they appear quite frothed and rich -

Another hand the yolks must beat With sugar, which will make them sweet;

Three or four spoonfuls maybe'll do, Though some, perhaps, would take but two.

Into a skillet next you'll pour

A bottle of good wine, or more -

Put half a pint of water, too,

Or it may prove too strong for you;

And while the eggs (by two) are beating,

The wine and water may be heating;

But when it comes to boiling heat,

The yolks and whites together beat

With half a pint of water more -

Mixing them well, then gently pour

Into the skillet with the wine,

And stir it briskly all the time

Then pour it off into a pitcher;

Grate nutmeg in to make it richer.

Then drink it hot, for he's a fool,

Who lets such precious liquor cool.

go to bed. Next morning strain the broth and refrigerate.

To make the soup, chop 1 or 2 onions, a garlic clove, 2 stalks of celery, and an unpeeled potato and simmer for 10 to 15 minutes with either a can of tomato paste or butter, seasoned with 1 to 2 teaspoons of salt, a bay leaf and thyme, savory or marjoram. Add the stock and heat quickly. You can serve it at this point or, budget permitting, add up to a pound of hamburger pinched into little pieces, stirring until the soup simmers again, then serving. The stock can also be used for other recipes calling for soup stock.

If beans and soup made with leftovers have a depressingly hard-times ring to them, here's a more elegant soup. It keeps the kitchen warm for less than an hour, but for a dollar or less four people can eat what would cost them that much each in a restaurant, namely:

For *onion soup* preheat the oven to 350. Slice 3 or 4 onions thinly and saute them slowly until golden in 3 tablespoons of butter. Meanwhile, boil 3 cups of water with 1 to 2 bouillon cubes; dry 8 thin slices of French bread in the oven; slice 5 ounces of Gruyere or Swiss cheese; and put alternating layers of bread and cheese in a casserole. When the onions are done, sprinkle them with 4 teaspoons of flour, stir it in, add the boiling bouillon and a few pinches of nutmeg, and boil one minute. Pour the soup over the bread and cheese and brown in the oven for 30 minutes.

Ginny Jones

Getting around

We spoke to Frank Zimnicki, manager of the Peel Cycle Center at Bishop and Sherbrooke, to ask

Blue Blazer



Use two large silver-plated mugs, with handles. One wineglass of Scotch. One wineglass boiling water.

Put the whiskey and the boiling water in one mug, ignite the liquid with fire, and while blazing mix both ingredients by pouring them four or five times from one mug to the other. If well done this will have the appearance of a continued stream of liquid fire.

Sweeten with one teaspoonful of pulverized white sugar, and serve in a small bar tumbler, with a piece of lemon peel.

The *Blue Blazer* does not have a very euphonious or classic name, but it tastes better to the palate than it sounds to the ear. A beholder gazing for the first time upon an experienced artist compounding this beverage, would naturally come to the conclusion that it was a nectar for Pluto rather than Bacchus. The novice in mixing this beverage should be careful not to scald himself. To become proficient in throwing the liquid from one mug to the other, it will be necessary to practise for some time with cold water.

Drinks sprinkled throughout from Professor Thomas' The Bon Vivant's Companion or How To Mix Drinks.

him about bikes and the energy shortage. "In Europe, it's actually happening — the bicycle has actually replaced the car and it's likely to have a similar effect in some Canadian cities and smaller American centers." But clearly, Frank doesn't hold out much hope for our town: "In a place like Montreal, the cycling season is so short, the land is so hilly, the people are so lazy and so out of shape and the distances are so great that I don't think it's reasonable to expect that a bicycle is going to act as a substitute."

We regret to report that bike prices are going up, partly due to a steel shortage and partly because of the rising fuel costs: Zimnicki told us that with the increased demand for bikes in Europe, there would be shortages here for the sizeable European bike market because the foreign manufacturers would want to keep the home market satisfied first. Apart from that, Canadian bike manufacturers use a lot of foreign parts and there could be shortages (and extra expenses) here too.

"There will be an increase in sales," Zimnicki said. "It should be good for me." But Zimnicki sees the change as being little more than a change in recreational habits, whereby Sunday drivers might become Sunday bikers. No Amsterdam possibilities in Montreal in his view.

Faraway transport

A friend thoughtfully suggested the other day that Sir George alumnus Mordecai Richler might have been more thoughtful about calling his book *St. Urbain's Horseman* and our friend, not one to nag without coming up with something better, suggested Richler might have called it *St. Urbain's Horseperson*. Since we're not allowed to identify the person we spoke to at the International Air Transport Association (IATA) because IATA likes to keep their troops in line, we'll call her a spokesperson. The question:

What do increased airfares look like in light of energy shortages? The IATA spokesperson said that whether or not flights would be cut back was a matter for individual member countries. "We know about as much as you do (about schedules)," she said.

She did tell us that the fuel shortages and fuel cost increases were discussed by member airlines in Auckland three weeks ago and through a mail vote it was unanimously agreed that fares would be upped six per cent to cover for the 50 per cent rise in fuel costs that have come in the last few months. This, all subject to government approval, will take effect January 1. The Auckland decision was prudently made through the mail — New Zealand's a lovely place to visit but we can see how silly it might look to have all the airline executives marooned there just because the Arabs aren't playing the game as convention holds they should.

We spoke to an Air Canada spokesman who told us that generally speaking the airline was in good shape although the eastern arm of the system was having its problems — 11 out of 16 weekly flights to London were curtailed because the British government has begun to ration their London-based fuel supplies. So the real problem is not so much going to Europe, he said, but coming back. "We haven't heard of any problems with charters yet," Frank

Gray told us.

"But we're a little concerned because that's a very vulnerable area: they're often going to very offbeat areas where fuel resources may not be as great as they might normally be."

Air Canada, he told us, spent \$57 million on fuel last year and this figure might rise to 80 in the coming year.

We checked out Tourbec, the charter group commonly used by Sir George students, and found their future plans for flights equally unsettling. The only thing they know for sure is that their reduced winter charter program of three flights (two to Paris and one to Malaga) will remain at \$209 return. One of those flights to Paris is already booked.

Nobody is prepared to talk publicly about summer plans but with

p.m. Saturday but reports are ambiguous. According to last Sunday's *New York Times*, a survey showed that 90 per cent of gas station operators in metropolitan New York were going to comply with the voluntary station closing recommendation.

The premier M. Bourassa, has repeatedly assured us that there are no serious energy problems here so presumably the 80 or 90 m.p.h. rule of thumb remains unchanged.

The RAC spokesperson told us that business for the club would probably dip but there are many services offered by the club, just as useful for shorthaul travel troubles as for long ones.

Meanwhile we suggest carpools so that when you do run out of gas, you'll have lots of extra hands to push the beast about.



Alternating currents

Quebec, the provincial government solemnly assures us, will not run out of fuel oil this winter. Things may get a little tight, we are optimistically informed, but no one who doesn't deserve it will freeze to death.

Cheery news! But with the price of gasoline and bunker oil skyrocketing, how many of us can afford not to deserve it? And aren't there any other fuels that might help to eke out the home heating budget?

Indeed there are. First, of course, there's the switch to either electricity or gas. Both are cleaner than oil and, after the initial conversion costs, cheaper in the long run. Bear in mind, however, that the supply of gas is limited too.

If you're not looking for that kind

of change, however, there still may be something you can do. As a matter of fact, if you're lucky enough to be equipped with an old-fashioned wood burning stove or a fireplace, you may be all set. Firewood is currently selling for about \$22 a cord — roughly an area four feet by eight feet full of 15-inch logs — which should provide a fair amount of romantic atmosphere as well as heat. If you don't have a fireplace you can have one installed for a price which begins at about \$1000 and rises pretty steeply from there.

Companies in that line of business, by the way, report that the number of telephone calls to their offices have increased by as much as 20 times since the shortage was announced.

Our last 'possibility' in the fuel line is coal. Not a very good possibility, however, because the supply of anthracite — the only grade suitable for home heating — is not only limited, it appears to be non-existent in Montreal. A thorough search might turn up a maverick dealer with a steady supply but don't count on it.

But even if, by some strange chance, Quebec does run out of fuel oil this year, we'll all be able to keep warm by sitting around our electrically-operated space heaters. Or at least that's the encouraging word from the people at Hydro-Quebec.

As a matter of fact, Hydro has so much self-confidence that it is loudly proclaiming that it has enough power for two winters although it does admit that there may be a minor problem in 1975.

Even should that kind of unpleasant situation arise, however, things should be all right again by 1977. That's when Churchill Falls and Manic III are scheduled to open, presumably providing the province with such an excess of power that contracts have already been signed to sell 600,000 kilowatts a year to Consolidated Edison in New York. And then, two or three years later, James Bay is scheduled for completion barring court difficulties — and, at least according to Premier Bourassa, our energy problems should be solved on an almost permanent basis.

It would appear that at least one downtown department store has been convinced by Hydro's confidence too. Despite Energy Minister Donald MacDonald's plea for reduced Christmas lighting, Ogilvy's put up their traditional window display last week.

Giggling fat

The average 30 year-old Canadian, the Participation commercial keeps telling us, is in a comparable physical condition to the average 60 year-old Swede. Sounds pretty de-

City transport

When we spoke to Montreal transit people, they told us that yes, expansion was going ahead east and west on the metro system but no changes in fare structures were contemplated, to encourage people to use the public system instead of private cars. "No (fare) increase either," the man said proudly. We wanted to sound optimistic and reminded the MUCTC spokesman of the Rome experiment in which cars were prohibited from entering the center city and public transit fares were dropped completely: "It didn't last long, did it?" he chortled. "It lasted I think for only two weeks — everyone was back in their car anyway," he said.

With gas charges going up to 70 and 75 cents a gallon in some cases, taxi fares will probably go up from 45 cents a mile to 50 cents on January 1, according to a Diamond taxi spokesperson. This will apply to pretty well all taxi outfits in the Montreal region. But she told us that they were supposed to have the new fare brought in effective December 1, so there may well be further changes to cover still further increases in gasoline charges in the month to come: "They're always changing things in Quebec," she grumbled.

Car travel

The Royal Automobile Club warns people to avoid the States because of the new reduced speed limits of 50 m.p.h., which we felt kind of recommended the place, and because of the gas stations' Sunday closings. Sunday closings, a lady told us, actually take effect at 9

meaning doesn't it? but with a long cold winter in the offing being fat may not be quite as bad as it sounds.

The plain truth of the matter is that an overweight person suffers less from the frosty nips than does an undernourished confrère. Slim comfort, we admit, but there it is.

It still doesn't put us one up on the Swedes, however, and there is still no substitute for being in shape. Not only will exercising keep you warm for the duration but it will also tone your body and thus ensure a more even distribution of heat.

Dancing, for instance, does wonders and making love is also recommended. For those who prefer slightly more organized sports, the Sir George Athletics Department offers a complete and free intramural program in basketball, ice and floor hockey and volleyball as well as exercise sessions and classes in modern dance. At a slightly higher cost — \$25 for day, \$45 for evening student memberships — the YMCA offers an even larger range of activities.

Mr. Dress-up

If this winter is as long and cold as has been predicted and if the thermostat is to be set at a slightly lower level than usual, Montrealers better stop watching fashion ads and concentrate on comfort and convenience when buying clothes.

That's the advice from our resident health expert. We should, she says, forget about out-moded conventions or up to the minute quirks of style and instead dress sensibly enough to redress the heat balance.

In the first place, she says, winter jackets with wide lapels are utterly

inefficient as insulators. Jackets that button to the chin or across the chest are infinitely preferable. We should also try to make sure that extremities — hands, feet and head — are well covered, particularly the head which is otherwise a tremendous source of heat loss during cold weather.

Indoors, we were told, we should forget about wearing tight jeans or synthetic fabrics whenever possible. The synthetics, it seems, don't trap the warm air sufficiently and apparently are responsible for a number of skin problems. Instead we should be wearing two or three layers of light woolen sweaters or cotton T-shirts which will allow for proper ventilation and still allow for a pocket of warm air next to the skin.

Girls should put dresses and skirts in mothballs until next spring and stick to jeans or pants while guys, if they're the formal types, should forget about shirts and ties and switch to turtle-necks. Long-johns, although unstylish, are also recommended.

Oh, yes. It's not strictly an article of clothing, but a beard will help keep you warm too.

Snowmobiles in stereo

One of the areas hardest hit by the energy shortage has been the snowmobile industry. Already suffering from widespread bad publicity because of its poor safety record and facing stricter government regulations, the fuel shortage has in many cases been the last straw.

"It's definitely hurting us," a spokesman for Moto-ski Ltd. confirmed. Dealers, he admitted, "are cancelling orders and just not ordering others." It is still, he said, difficult to evaluate just how bad

Horse sense

What do you do when gas prices reach the point that you can no longer drive to work?

You could get a horse. Sounds fantastic doesn't it, but think a moment. A good animal, roughly comparable to those that the mounted detachment of the Montreal Police ride, would cost between \$400 and \$1200, depending on how much training you would be willing to do yourself. A basic 1973 Volkswagen, without accessories, would cost \$2570, if you could find one. You can bet that the '74 prices will be higher.

Now, according to experts at Macdonald College's research farm it would cost less than \$2 per day to support the animal. If you preferred to board him at some stable, it would cost an average of about \$65 a month. Now, driving a Volkswagen downtown from any appreciable distance would cost at least \$1 (soon to be more) for gas and \$2 on the average for parking. But on a horse there are no exorbitant insurance costs and no repair bills.

And there are other advantages too. Riding a horse is healthy; a horse's exhaust, far from polluting the atmosphere, enriches the soil; horses don't stall; they're better company than cars; and they don't get people killed in accidents or demand expensive road repairs every few months.

And, to put the lid on it, Clem, Sir George's knowledgeable garage attendant, admits to having worked with horses before and sees no problem in adapting the parking facilities to accommodate them.

Just a few hints before you rush out to the nearest auction, however. Although horses are apparently legal on city streets and no license is necessary (for the animal or its rider) there is an ordinance against allowing it to wander around loose. We may have to bring hitching posts back. It's also against the city health regulations to stable your beast in any building attached to your residence. You might, therefore, have to build him a barn in the backyard.

One last thing. Although Clem's willing to take in horses, he absolutely draws the line at dog teams.

the trouble will be because of the lack of snow but he is not, at the moment, overly optimistic.

And Moto-ski is still in a better position than many of its competitors, a number of whom have been forced to close their Montreal offices. "It has been said all around that the snowmobile industry is definitely passing into a recession," said a member of the staff at the Montreal Chamber of Commerce.

Presumably therefore, if people intend to stay off the trails, they also intend to spend more time at home. The prospect, of course, makes television and stereo dealers rub their hands in glee, but in this case the glee is tinged with worry. A large percentage of electronic equipment is made in Japan which is rapidly closing down industries to conserve fuel. This means that deliveries could become uncertain.

The view from here

Power alternatives

The question is not whether technology can carry us through this or any future energy crisis. It quite probably can, Physics professor David Charlton assures us. The question he asks is whether we will learn to make use of our technological marvels in a more economic way so that we can survive in some comfort.

Sure, he says, there are already all kinds of technologically feasible sources of energy. There is nuclear power (a field in which Canada is relatively far advanced but a potential source which may not be put to widespread use before our hydro potential has dried up).

Tidal power has been tapped in France and, says Charlton, it may be worth trying in the Maritimes' Bay of Fundy (although if we did as France did and disrupt the tides to fit power schedules on a large scale we could create an ecological disaster).

Solar energy is another power source that has found application in a few countries to heat individual houses. One problem here, Charlton observes, is storing energy, which has been tapped from the sun during the day, for use at night.

Volcanic heat has been used in Iceland for localized needs. Charlton says.

Very sensitive windmills have been developed to provide small amounts of power.

And finally there is a very large potential source of energy in hydrogen, but in terms of power, this most common of Earth's elements has thus far only been used for bombs.



But despite all these possible sources, some of which could supply a lot of energy for a long time (not to mention the ones not listed or the ones that have yet to be discovered) Charlton maintains that "the writing is on the wall (albeit in lower case)" and we must start making every effort not to abuse the goodies we have.

The technological know-how to tap energy from the sun, he points out, would not be of much worth if we clouded the atmosphere with jet emissions.

One way to cut down the demand for energy, Charlton suggests, would be to tax cars in proportion to size and levy high taxes on a family's unjustifiable second car. Another would be to put high taxes on power consumption over and above a limit considered to be sufficient for comfortable but not luxurious living.

Food troubles

When Biology Chairman Gerard Leduc thinks of oil shortages he thinks of food, and how there won't be as much of it to go around if the industrialized nations don't stop using fuel as carelessly as they have in the past.

Without fuel, he points out, tractors couldn't operate, there would be no pumps for irrigation, there would be no insecticides (because petrochemicals are used in manufacture) and production of fertilizer would be curtailed because it takes energy to make the growth stimulant.

Leduc was not surprised by the sudden shortage of oil. Not only had ecologists been predicting it for some time, but only last year he got a chuckle out of a glossy brochure, published by the Quebec department of natural resources, with a title that read "Unlimited Resources". With such an attitude on the part of our energy managers, he reasons, who could be surprised?

Leduc sees some good arising from our current energy predicament in that it shows people in concrete terms what some academics have been warning them about for years. And he does believe people will change their attitudes.

There are already signs of change. One of the most ridiculous ads, ecologically speaking, that Leduc had ever heard was one by Eastern airlines announcing that they would operate their shuttle service between Montreal and

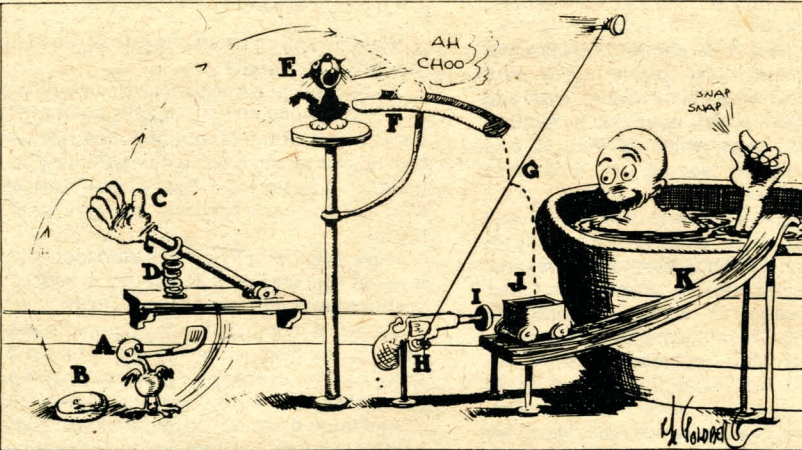
Mulled Claret

A la Lord Saltoun

Peel one lemon fine, add to it some white pounded sugar; pour over one glass of sherry, then add a bottle of claret (*vin ordinaire* is the best) and sugar to taste; add a sprig of verbena, one bottle of soda water, and nutmeg, if you like it. For cup, strain and ice it well. For mull heat it and serve it hot.

Cider may be mulled in precisely the same manner as recommended in the recipe for mulled wine with eggs, omitting the water, and using twice the quantity of cider for the same number of eggs.

MAN IN BATH TUB SNAPS FINGERS AND PET GOLF-BEAKED SOAP-HAWK (A) HITS SOAP (B) INTO BASEBALL GLOVE (C) - REBOUND OF SPRING (D) CAUSES GLOVE TO THROW SOAP PAST CAT (E) INTO TROUGH (F) - BREEZE FROM FLYING SOAP CAUSES CAT TO CATCH COLD - SHE SNEEZES, BLOWING SOAP OFF TROUGH - SOAP HITS STRING (G), WHICH PULLS TRIGGER OF PISTOL (H), SHOOTING RAM (I) AGAINST SMALL CAR (J), INTO WHICH SOAP HAS MEANTIME FALLEN - CAR CARRIES SOAP UP PLATFORM (K), DUMPING IT BACK INTO TUB AND MAN CAN CONTINUE WITH HIS BATH.



New York for a single passenger. Eastern this week cancelled its shuttle service.

Native troubles

Any hopes Canada's native people once had of calling the shots in their Arctic homelands must have looked pretty unrealistic with the advent of the oil crisis. Said Sir George anthropologist Charles Brant: "The oil crisis will make it impossible."

Actually, Professor Brant was not at all optimistic that the Indians and Eskimos could have held off the forces of northern development even without this year's scramble for fuel. "The drive was already so strong; the oil crisis just finalizes it," he said.

As for the hope of any protection from government, Brant related this incident: Peter Usher, who was employed a while back as a researcher by the department of northern affairs, filed a report (the Usher Report) which was very critical of the government for allowing companies to go ahead with development on one Arctic island without first consulting the inhabitants; he was fired.

Brant doesn't agree with companies' claims that northern development carries some benefits, like employment, for native people. In fact, he said, "I don't believe any northern development has ever paid off in any way for northern people."

The best they could hope for is, that the white man so messes up the environment that he brings industrial civilization to collapse.

The next best thing, said Brant, would be for them to receive a cash settlement from the government such as the one Alaskan residents got from American government a few years ago.

Synthetics shortages

When most of us think of oil we probably think of heat and gasoline. As a chemist, however, Professor R. Townshend takes a much broader view, and as a result poses a lot more problems for our industrialized society.

Sure there are alternative sources of warmth and power but, he asked, what is to become of plastics, nylons, records, synthetic rubber raincoats, tires, conveyor belts, moulded rubber overshoes with pseudo-sheepskin linings and the countless other oil-based products which we have come to depend on everyday?

Townshend, who worked with the chemical industry for a number of years before coming to Sir George, was hard put to offer any known replacements for oil as a derivative for any of these products. The fact is he doubts whether anyone has put much time into research in this

area. There has been some inquiry into the possibility of using coal for organics, he said, but even that is just a starting source and could run out just like oil.

What we could use, he said, are natural oils, but he didn't know of any plants that grow fast enough for our energy-hungry society to make economic use of them.

Given our current energy situation, Townshend suggested that we turn to new sources for heat and power and save the oil for industrial use. At the same time, he said, scientists should put at least as much emphasis on developing ways to conserve oil as they are presently putting on developing new uses for it.

Employment optimism

All is not gloom and unemployment for students in the energy crisis job market, according to Sir George's guidance director.

While he acknowledged that there may be some immediate dislocations, Alex Sproule was confident that in the long run the energy shortage will give rise to new careers and summer jobs.

He saw Engineering and Science graduates, particularly, being called into service to meet prospective increased needs for exploration, research and development in the energy business. Commerce graduates, too, he thought would be in demand as society's attention turned to efficient management of existing resources.

On the summer job front, for example, with the major federal parties now recognizing the need to transport Western oil into Eastern Canada, the chances are fairly good that there will be a lot of jobs stemming from construction of a pipeline to Montreal next summer, Sproule said.

Sproule is even optimistic in the face of predictions of doom. Even if there is a catastrophe, he assured us, the resulting social upheaval is bound to create a need for students of the social sciences. Clearly, then, there's a bright side to everything.

Life futures

Economically, the energy shortage must be seen in two parts. In the long run, says Economics professor N. Ahmad, our troubles will be solved provided we are willing to accept some drastic, but gradual, changes in our way of life. For the short run, however, he tells a bleaker tale.

Recent dramatic downswings on the stock market, both in the U.S. and Canada, Ahmad tells us, simply represent the collective gut reaction of investors to the economy's prospects for the immediate future.

Mind you stock marketeers are

pretty volatile creatures and their decisions to sell thus precipitating price drops — may have been more a result of psychological reaction to various oil predictions than sound economic judgements, Ahmad cautions.

But whatever the reasons, the market has reached record lows. And to further bleak prospects, some pretty respectable and conservative bank economists are forecasting 12% unemployment in the States, and that even if Middle East oil deliveries were resumed now, Ahmad says. Despite the fact that Canada has lots of oil and our energy-intensive industries make a very small proportion of the eco-

nomy, Ahmad reminds us that we have extremely close trade links with our neighbour and thus if things go sour in the States, the rot is bound to spread to Canada.

As for the long run, Ahmad is more encouraging. The current oil shortage can be largely explained by what has been until quite recently its artificially low price, he maintains. Throughout the fifties and sixties, while costs for most other commodities continued to soar, oil prices remained fairly constant, and consequently the industrialized world, particularly North America, has developed a carefree and careless attitude towards energy consumption, Ahmad says.

The economics professor sees no inconsistency in the fact that a society which can land men on the moon is having a hard time managing its resources at home. It's not that we lacked the capability to build rapid transit, less energy-intensive production facilities and alternate sources of power; it's just that oil was so cheap that we didn't seriously try, Ahmad says.

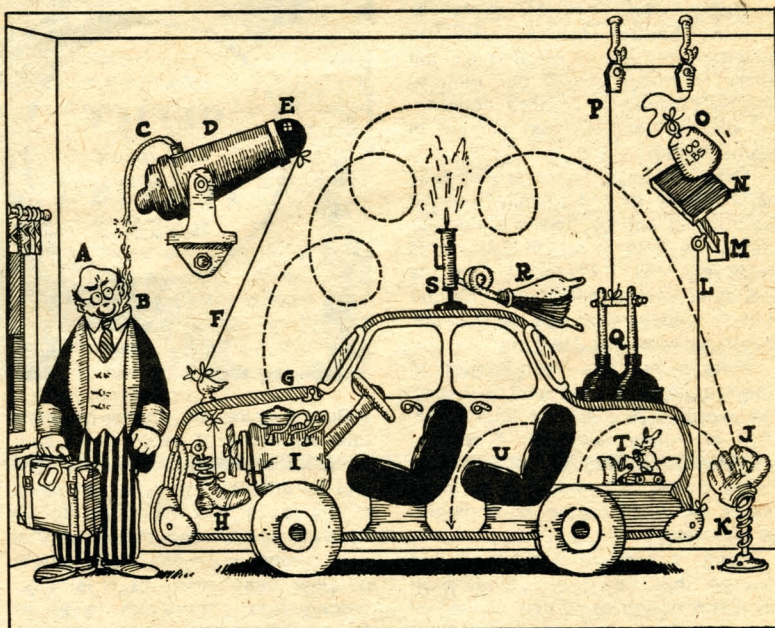
But there is no going back to cheap energy, he continues. And in the long run, provided the public makes the necessary adjustments in its oil consumption and the investors don't become paralysed by the present situation, we should come out on top, Ahmad assures us.

U.S.A. and Israel

Canadians can take comfort from the fact that the States has a long way to go before they issue us ultimatums or send troops in for energy.

The U.S. still has a lot of options, Political Science professor Paris Arnpoulos tells us. For starters, pressuring Israel to succumb to Arab demands would be easier than invading Canada, he says.

But don't get the idea that we are free to be as cheeky to our neighbour as the Arabs have been. With an economy that is less dependent on American trade and with a population living largely on subsistence agriculture, the Arabs can afford to withhold oil and threaten to blow up the oil fields, Arnpoulos observes. Canada, on the other hand, is very dependent on the U.S. market and if the Americans were provoked into curtailing trade the Canadian economy would collapse, he says.



HOW TO MAKE YOUR SEDAN BIGGER: When man (A) discovers the lack of trunk space in his new sedan, he gets hot under the collar and sparks (B) ignite fuse (C) setting off cannon (D) which shoots out cannonball (E) causing string (F) to open front hood (G) thus releasing football shoe (H) which boots out engine (I) and thereby creates a trunk in front.

Engine (I) flies end over end over car into baseball glove (J) and rebound of spring (K) causes glove (J) to toss engine (I) back into car above rear drive wheels where added weight causes string (L) to pull brace (M) from beneath shelf (N) dropping weight (O) which in turn causes wire (P) to pull up giant suction cups (Q) thereby raising the rear roofline, squaring it off, and creating additional space.

As rear roofline rises, it strikes bellows (R) and pressure of air blows whistle (S). Trained circus mouse (T), in trunk, hearing whistle thinks lunch is over and bulldozes his way towards front of car. During the process, he flattens rear seat (U) and thereby gives man A's sedan over twice the carrying space of any other sedan.

Prime evil on way

Violence and Sadism, part II - a Conservatory of Cinematographic Art survey of scarier silver screen happenings - is with us Dec. 13 to 22.

Some personal picks (we'll smash your teeth in and burn your toes if you don't agree):

"Touch of Evil", Orson Welles' 1958 stunning nightmare, has enough festering wickedness to carry even the gluttonous into the holidays. Welles plays the corrupt sheriff of a US Mexican-border town consumed by evil; Charlton Heston (yes, Charlton Heston) is a Mexican-American honeymooning narc; Akim Tamiroff a fat, greasy head of a Mexican dope ring; and Marlene Dietrich a wise old whore. They sizzle on all burners for this astonishing Wellesian stew served up to show that the law in America is as evil as the creatures it pursues. Hardly a new message, but one never more



grippingly told. And what a feast for camera nuts, especially a breathtaking three-minute opening sequence shot in one take from a huge crane.

"Paths of Glory" is Stanley Kubrick's 1957 telling of how three World War I French soldiers were tried and executed for cowardice only to salve a general's vanity. It stars Kirk Douglas, Ralph Meeker, Adolphe Menjou and George Macready. Don't let it trouble you if these aren't exactly the Frenchies de vos rêves, because the story is a grabber that gets into the minds of schemers and the hearts of the frightened.

And two Hitchcock's: "Dial M for Murder", a 1954 cat-and-mouse stage drama with the serene Princess Grace; and his most recent, "Frenzy", about a ladykiller on the loose in London.

See back page for times.

How can you preview a show called the Moodie Poopie Revue, especially when it is advertised as "an amazing spectacle, starring two remarkable morons"?

The two morons are Simon Malbogot and Anthony Sheldon and they are looking, as they say, "to communicate their outlook of certain aspects of their experience."

Show place will be the Vehicule Art Gallery, 61 St. Catherine W., and the opening will be December 6 at 8:30 p.m. It will run from the 6th until the 9th and then return for an encore from the 14th to the 16th.

Tickets are \$2 and will be available at the door or by calling 484-4393.

BRIEF INGS

Plant physiologists from universities all over Eastern Canada as well as a few from the National Research Council and the Department of Agriculture will be gathering at Sir George for the fifth, eastern regional meeting of the Canadian Society of Plant Physiologists on Friday and Saturday, January 4-5.

The conference, hosted by the Department of Biological Sciences, will feature Dr. Derek Lamport (Michigan State) on "Structure of the Extracellular Matrix and its Speculative Role in Growth".

Registrants will also be invited to attend a wine and cheese party on Thursday, January 3, and a buffet supper on Friday the fourth. Both will be held in the Faculty Club.

All interested are encouraged to attend. More information from Ernst Bluchert (879-8149) or Ragai Ibrahim (879-2877).

The University will be closed from Saturday, Dec. 22 through Wednesday, Jan. 2. Access to buildings, except for the libraries, will be by regular Sunday procedures.

Library hours as follows: Dec. 22 open 12-5 p.m. but without service; Dec. 23 main library only open 12-5 p.m. without service; closed Dec. 24-26; Dec. 27-28 open 12-3 p.m. & 8 p.m.-10 p.m. without service, 3-8 p.m. with circulation (it's getting hard to breathe here) and limited reference services; Dec. 29 open 9 a.m.-12 noon without service, 12-5 p.m. with circulation and limited reference services; Dec. 30 main library only open 12-5 p.m. without service; Dec. 31 all open 12-5 p.m. without service; closed Jan. 1-2.



So long until sometime in January from the legendary staff at I&E: 1. level-headed; 2. eternally young; 3. nose for news; 4. 360-degree vision; 5. ears like radar; 6. close-mouthed; 7. ready to stick neck out; 8. two-finger typist; 9. a right hand like Dean Martin's; 10. heart of gold; 11. cast-iron stomach; 12. calloused behind; 13. terrific legmen; 14. impervious to low blows; 15. bends to no one; 16. feet of clay.

Art-energy transplant

My darling, I have just read a reference to something that William James said in one of his essays - that we ought not to be content with passively experiencing the emotions aroused by music, or drama, or literature, but should always try to give some active expression to the feelings aroused by art as soon as we can find an opportunity to do so. Here, I feel, is the raw material for an excellent recipe. You feel pity for the suffering of Desdemona or King Lear - then go out and express your compassion for some unfortunate person in real life. You are made joyful by the beauty of a Mozart sonata or an impressionist painting - then try to communicate some joy to other people, or at least use it for your own improvement by some conversion of energy technique. (I don't know what one should do when some nauseating piece of Musak in a restaurant fills one with disgust! Perhaps rush out and vomit.)

Aldous Huxley to his wife, 1962

SGWU THIS WEEK

Notices must be received by Wednesday noon for Thursday publication. Contact Maryse Perraud at 879-2823, 2145 Mackay St. in the basement.

While our humble journal pauses for a breather, Alfred Hitchcock leaves 'em deader than doornails.

thursday 6

CONSERVATORY OF CINEMATOGRAPHIC ART: "Macbeth" (Orson Welles, 1947) with Orson Welles and Jeanette Nolan at 7 p.m. and "Lear" (Peter Brook, 1971) with Paul Scofield and Irene Worth at 9 p.m. in H-110; 75¢ each.
CHRISTIAN SCIENCE ASSOCIATION: Meeting at 4 p.m. in H-1107.
SUPPORT COMMITTEE FOR FARMWORKERS UNION: Meeting at 1 p.m. in room 204, 2030 Mackay.
KARMA COFFEE HOUSE: Alexander Zelkine at 1476 Crescent through Saturday; tonight sets at 8:30 and 10:30 p.m.; 879-4517, 879-7216.
GALLERIES: Robert Harris exhibition, through Dec. 11.
GOLEM COFFEE HOUSE: Alain Bergeron at 3460 Stanley at 9 p.m.; \$1.25.

friday 7

SCIENCE FACULTY COUNCIL: Meeting at 2:15 p.m. in H-769
English Department: Graduate students evening starts at 8 p.m. in H-635 with Audrey Williams on how to get grants and Matthew Hodgart on "Joyce and Satire"; wine and cheese follow in H-762-2.
HOCKEY: Sir George vs Bishop's at 8 p.m., Verdun Auditorium.
GEORGIAN SNOOPIES: Ground School at 8 p.m. in H-415.
KARMA COFFEE HOUSE: See Thursday.
TRANSCENDENTAL MEDITATION: Introductory lecture at 8 p.m. in H-1221.
ENGINEERING FACULTY COUNCIL: Meeting at 2:30 p.m. in H-551.

saturday 8

MUSICA CAMERATA: Chamber music concert at 5 p.m. in H-110; free.
HOCKEY: Sir George vs McGill at 2 p.m., Verdun Auditorium.
KARMA COFFEE HOUSE: See Thursday.
GOLEM COFFEE HOUSE: Les Seguin with Alain Bergeron at 9 p.m., 3460 Stanley; \$2.25.
MENSA: Meeting at 2 p.m. in H-1209.

sunday 9

GOLEM COFFEE HOUSE: See Saturday.

monday 10

BIOLOGY: John Sprague, Guelph University zoologist, leads seminar on recent methods of toxicity testing and water pollution control through Friday; more info from Gérard Leduc at 879-5989 (H-1225-1).
BOARD OF GRADUATE STUDIES: Meeting at 2 p.m. in H-769.

tuesday 11

TORONTO DANCE THEATRE: "A Flight of Spiral Stairs" by Peter Randazzo, music by Milton Barnes; "Baroque Suite" by David Earle to the music of Corelli, Bach and Vivaldi; "Rhapsody in the Late Afternoon" by Patricia Beatty, music by Milton Barnes; "Encounter" by Peter Randazzo, music by Ann Southam; "Atlantis" by David Earle, music by Bob Daigneault at 8:30 p.m. in the D.B. Clarke Theatre; students \$2.50, general public \$4 (tickets at theatre box office — 879-4341).

wednesday 12

STUDENT INTERNATIONAL MEDITATION SOCIETY: Introductory lecture on transcendental meditation at noon in room 327 of Norris Bldg.
METAMUSIC: Sir George's live electronic improvisation ensemble in a free concert on third floor, Strathcona Music Bldg., 555 Sherbrooke St. at 7:30 p.m.
KARMA COFFEE HOUSE: Laurence Hud (his "Sign of

the Gypsy Queen" was top 40 a while back) at 1476 Crescent through Sunday; tonight \$2 sets at 8:30 and 10:30 p.m.
TORONTO DANCE THEATRE: See Tuesday.

thursday 13

GOLEM COFFEE HOUSE: Dori & Ada at 9 p.m., 3460 Stanley; \$1.25.
CONSERVATORY OF CINEMATOGRAPHIC ART: "The Killers" (Don Siegel, 1964) with Lee Marvin and Angie Dickinson at 7 p.m. and "The Hill" (Sidney Lumet, 1965) with Sean Connery and Harry Andrews at 9 p.m. in H-110; 75¢ each.
GALLERIES: Permanent collection, through Jan. 8.
BOARD OF GOVERNORS: Meeting at 1 p.m. in H-769.
KARMA COFFEE HOUSE: See Wednesday.
TORONTO DANCE THEATRE: See Tuesday.

friday 14

COMMERCE FACULTY COUNCIL: Meeting at 9:30 a.m. in H-769.
CONSERVATORY OF CINEMATOGRAPHIC ART: "Torture" (Alf Sjöberg, 1944) (English subtitles) with Stig Jarrel and Mai Zetterling at 7 p.m. and "Futz" (Tom O'Horgan, 1969) with Seth Allen and John Bakos at 9 p.m. in H-110; 75¢ each.
STUDENT INTERNATIONAL MEDITATION SOCIETY: Introductory lecture at 8 p.m. in H-1221.
KARMA COFFEE HOUSE: Laurence Hud sets at 8:30 and 10:30 p.m.; 879-4517 or 879-7216.
TORONTO DANCE THEATRE: "A Flight of Spiral Stairs", "Baroque Suite", "Harold Morgan's Delicate Balance" by Patricia Beatty, music by Ann Southam; "Amber Garden" by Peter Randazzo, music by Milton Barnes; "Ray Charles Suite" by David Earle to the music of Ray Charles at 8:30 p.m. in the D.B. Clarke Theatre; students \$2.50, general public \$4 (tickets at theatre box office — 879-4341).

saturday 15

CONTINUING EDUCATION: Open rehearsal of the Montreal Symphony Orchestra 2 - 4:30 p.m. in Notre Dame Cathedral.
MUSICA CAMERATA: Free chamber music at 5 p.m. in H-110.
KARMA COFFEE HOUSE: See Friday.
CONSERVATORY OF CINEMATOGRAPHIC ART: "Red" (Gilles Carle, 1970) (English subtitles) with Daniel Pilon and Geneviève Deloir at 7 p.m. and "Frenzy" (Alfred Hitchcock, 1972) with Jon Finch and Barry Foster at 9 p.m. in H-110; 75¢ each.
GOLEM COFFEE HOUSE: See Thursday.
TORONTO DANCE THEATRE: See Friday.

sunday 16

CONSERVATORY OF CINEMATOGRAPHIC ART: "Naked Night" (Ingmar Bergman, 1953) (English subtitles) with Harriet Anderson and Ake Gronberg at 7 p.m. and "The Shooting" (Monte Hellman, 1967) with Will Hutchins and Jack Nicholson at 9 p.m. in H-110; 75¢ each.
KARMA COFFEE HOUSE: See Wednesday.

thursday 20

CONSERVATORY OF CINEMATOGRAPHIC ART: "Secret Ceremony" (Joseph Losey, 1968) with Elizabeth Taylor and Mia Farrow at 7 p.m. and "Paths of Glory" (Stanley Kubrick, 1957) with Kirk Douglas, Ralph Meeker and Adolphe Menjou at 9 p.m. in H-110; 75¢ each.
GOLEM COFFEE HOUSE: Carmelin at 9 p.m., 3460 Stanley; \$1.25.

friday 21

CONSERVATORY OF CINEMATOGRAPHIC ART: "Cool Hand Luke" (Stuart Rosenberg, 1967) with Paul Newman



and George Kennedy at 7 p.m. and "Dial M for Murder" (Alfred Hitchcock, 1954) with Grace Kelly and Ray Milland at 9 p.m. in H-110; 75¢ each.

saturday 22

CONSERVATORY OF CINEMATOGRAPHIC ART: "Touch of Evil" (Orson Welles, 1958) with Orson Welles, Charlton Heston, Janet Leigh and Akim Tamiroff at 7 p.m. and "Point Blank" (John Boorman, 1967) with Lee Marvin and Angie Dickinson at 9 p.m. in H-110; 75¢ each.
GOLEM COFFEE HOUSE: See Thursday.

sunday 23

CONSERVATORY OF CINEMATOGRAPHIC ART: "The Champagne Murders" (Claude Chabrol, 1967) with Anthony Perkins, Maurice Ronet and Stephane Audran at 7 p.m. and "The Passion of Joan of Arc" (Carl Dreyer, 1928) with Maria Falconetti and Antonin Artaud at 9 p.m. in H-110; 75¢ each.
GOLEM COFFEE HOUSE: See Thursday.

notices

CHAPLAINS OFFICE is collecting Christmas presents for the poor; donations to info desk, Hall Bldg.

FAMILIES OF RESISTERS FOR AMNESTY is seeking unconditional amnesty for exiled or imprisoned war resisters; supporters may write the organization at suite 1003, 156 Fifth Avenue, NY, NY 10010 or call Montreal organizer John Barbarisi at 282-4441.

ISSUES & EVENTS

Published Thursday by the Information Office of Sir George Williams University, Montreal 107. The office is located in the basement, 2145 Mackay Street (879-4136). Submissions are welcome.

John McNamee, Maryse Perraud, Michael Sheldon, Malcolm Stone, Don Worrall, Joel McCormick, editor



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continued from page 2

tion and certainly condemn the notion that bigness is better or even more efficient.

Concordia is a bureaucratic creation; it is not the creation of educators. Educators represented in the Conseil des Universités opposed the merger; politicians and administrators pushed it. There has been no case made for Concordia other than as an administrative convenience, a kind of educational holding company. A new university should offer a new philosophy not a balance sheet. Educational leadership and

accounting skills are very different qualities, and we have seen little of the former. Where is the dream that we can identify with, the vision of the future? None has been offered and none has been debated. What is the social role of the merger? How are we going to better serve the working people of Montreal? What will the merged institution contribute to the progressive development of Quebec and Canadian society? These are the kinds of questions that educational leaders should be raising and asking our help to answer.

Finally, some of my colleagues have again asked that the university be named after Dr. Norman Bethune, a great Canadian fighter for social justice. I beg them to reconsider. The symbol of his life should not be attached to an institution that lacks his commitment.

continued from page 1

count from their side of the board was 3.09 percent while their rivals managed a much more hefty 14.36 percent. Price differences were in a number of cases quite revealing too. We

paid \$18.34 instead of \$14.72; \$18.16 instead of \$14.66; \$12.96 for \$9.86; \$5.00 for \$2.43; and \$17.25 for \$13.74. The list goes on and in one case, at another library, a price of \$8.42 was quoted for a book costing \$3.30.

Van Den Berg's conclusion was that not only would the library's budget have to be substantially increased to compensate for the difference, as well as for rising costs due to inflation, but because of the slowness of the Quebec dealers in filling orders, administrative costs within the library would also rise.